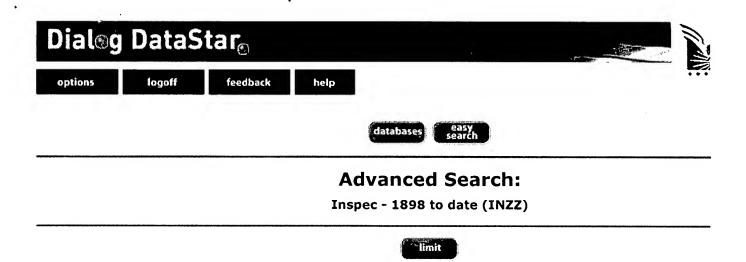
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S7	1	S6 and @ad<"19980715"	US-PGPUB; USPAT; USOCR	OR	OFF	2007/05/02 15:36
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S12	0	("do not send" or "do not subscribe") same (sender\$1 mailer\$1 marketer\$1 spammer\$1)	US-PGPUB; USPAT; USOCR	OR	OFF	2007/05/02 15:37
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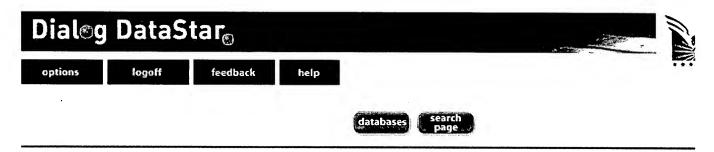
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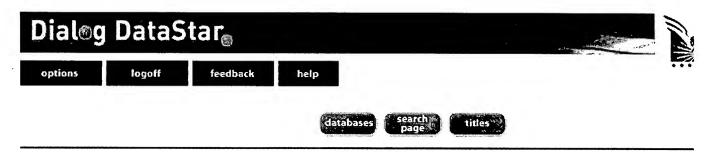
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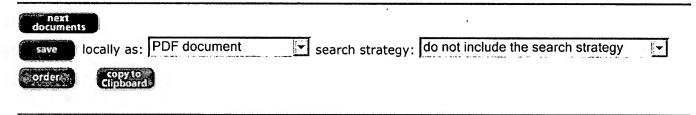


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**Title** 

E-mail metrics that matter.

Source

BtoB, {BtoB-USA}, 5 April 2004, vol. 89, no. 4, p. 16, 22, CODEN: BTOBBG, ISSN: 1087-948X. Publisher: Crain Communications, USA.

Author(s)

Bannan-K-J.

**Abstract** 

**E-mail** metrics are what you need to know to determine the success of **e-mail** efforts. The metrics are click-through rate, hard bounce, opens, soft bounce, unique opens, and **unsubscribe** rate.

Descriptors

ELECTRONIC-MAIL.

Classification codes

<u>D4020</u> <u>Electronic-mail-systems-for-office-automation</u>\*.

Keywords

**e-mail-metrics**; **electronic-mail**; click-through-rate-metric; hard- bounce-metric; soft-bounce-metric; unique-opens-metric; **unsubscribe-** rate-metric.

**Treatment codes** 

P Practical.

Language

English.

Publication type

<u>Journal-paper</u>.

**Availability** 

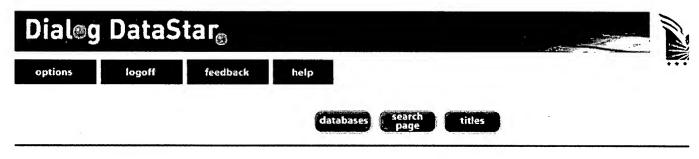
SICI: 1087-948X(20040405)89:4L.16:MMTM; 1-X.

**Publication** year

2004.

**Publication date** 

20040405.



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0006873733 20070101.

#### **Title**

Shibboleth: private mailing list manager.

#### **Conference information**

Proceedings of 9th USENIX Security Symposium, Denver, CO, USA, 14-17 Aug. 2000.

#### Source

Proceedings of the Ninth USENIX Security Symposium, 2000, p. 263-75, 21 refs, pp. 275, ISBN: 1-880446-18-9.

Publisher: USENIX Assoc, Berkeley, CA, USA.

### Author(s)

Curtin-M.

### Abstract

We describe Shibboleth, a program to manage private Internet mailing lists. Differing from other mailing list managers, Shibboleth manages lists or groups of lists that are closed, or have membership by invitation only. So instead of focusing on automating the processes of subscribing and **unsubscribing** readers, we include features like SMTP forgery detection, prevention of outsiders' ability to harvest usable **email** addresses from mailing list archives, and support for cryptographic strength user authentication and nonrepudiation.

#### **Descriptors**

E. AUTHORISATION; CRYPTOGRAPHY; DATA-PRIVACY; E ELECTRONIC-MAIL; FRAUD;

INTERNET; MESSAGE-AUTHENTICATION.

#### Classification codes

B6210G Electronic-mail\*;

B6120D Cryptography;

C6130S Data-security\*;

C7210N Information-networks;

C7104 Office-automation;

C6155 Computer-communications-software;

CO310D Computer-installation-management.

#### **Keywords**

Shibboleth; private-mailing-list-manager; private-Internet-mailing-lists; invitation-only-membership; SMTP-forgery-detection; usable- **email-address-harvesting**; mailing-list-archives; cryptographic-

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